

Professional Summary

Analytics professional with 4+ years of experience in Data, Business, Product and Marketing Analytics, skilled in SQL, Python, Power BI/Tableau, Excel, Statistics, and Machine Learning, with domain expertise in E-commerce, SaaS, Marketing, and B2B.

Work Experience – 4+ Years

Eternal Growth – Marketing Analyst August 2024–Present

- Supported **8+ cross-industry clients** (consumer goods, tech, retail) by delivering **data-driven insights** that informed creative and strategic business decisions
- Utilized **SQL, Python, Excel, Power BI, and Tableau** to analyze user behaviour, conversion funnels, and campaign performance, generating insights that guided both marketing and product growth strategies
- Conducted **market, user, and segmentation analyses** to identify new audience opportunities and guide **go-to-market and product expansion initiatives**
- Led **A/B and multivariate testing** to uncover optimization opportunities, improving **conversion rates by 15%**
- Presented insights and strategic recommendations to **C-suite and stakeholders**, supporting digital transformation and measurable business growth

Quba Infotech – Junior Business Analyst May 2023–August 2024

- Gathered & translated requirements into **FRDs/BRDs**, streamlining processes and improving delivery by **15%**
- Spearheaded ERP enhancements with FRDs and workflow process flows (MS Visio), streamlining processes and improving data accuracy by **35%**
- Used Agile (JIRA, backlog) and wireframing (Axure) to build a content-driven CMS; accelerated feature delivery by **30%** with high usability
- Proposed and developed a **vehicle exchange marketplace concept**, presenting a data-backed product roadmap aligned with market gaps

Ronak Mattress – Business Development Executive July 2021–February 2023

- Increased **annual sales by 24%** through competitor benchmarking, pricing strategy, and targeted B2B/B2C campaigns
- Reduced operational costs by 15% through vendor negotiations and workflow optimization
- Spearheaded the **launch of a flagship B2C showroom**, securing management buy-in and exceeding revenue targets by 20% in the first quarter
- Conducted ongoing **market and customer analysis**, creating a feedback-driven approach that boosted client retention and upselling opportunities

Skills

- Tools & Languages:** Advanced SQL, Python, Power BI, Tableau, Excel, Mixpanel, CleverTap, Google Analytics, Snowflake
- Specialties:** Data Analytics, Business Intelligence, Reporting, A/B testing, Hypothesis Building and Validation, Funnel Analysis, Market Mix Modelling, Requirement Gathering, Problem-solving, Strategic thinking, KPI-Driven Decision Making, Statistical Analysis, Root Cause Analysis (RCA), Data Visualization and Storytelling
- Product & Business Metrics Expertise:** DAU/MAU, Activation Rate, Conversion Funnel, Retention, Churn, Feature Adoption, LTV/CAC, CSAT, NPS, ROI

Projects

Spotify — Reward Ad Experiment

- Conducted **baseline analysis** of Spotify Free users to assess 3-month trends in engagement, ad exposure and conversion behaviour
- Designed and executed an **A/B experiment** on 200K+ users to test a new Reward Ad model (watch 1 video → 30 min ad-free)
- Built unified datasets in SQL from multiple sources to support **hypothesis testing** and analysis
- Formulated **hypotheses and ran statistical tests** in Python (t-test, z-test, chi-square), revealing **+10.8% session duration** and **+21% conversion lift**
- Visualized KPIs and experiment results in Power BI, presenting actionable insights that guided the product rollout strategy

E-commerce Customer Satisfaction (CSAT) Analysis

- Conducted **Root Cause Analysis** on CSAT data using Python, SQL & Power BI to uncover hidden dissatisfaction drivers
- Performed **Correlation Analysis**, revealing **delivery delays** as the strongest negative factor impacting CSAT
- Executed Trend Analysis, identifying a 19.5% CSAT drop with a sharp decline in May
- Delivered **data-driven recommendations**, enabling process optimization and improving **customer satisfaction by 18%**
- Developed interactive dashboards in Power BI, providing real-time insights that improved decision-making speed by 40%

Education